

WHAT IS CLAIMED IS:

1. An image forming apparatus for forming an image by controlling an image forming operation, the apparatus comprising:

5 a display for displaying information;

an operation panel for setting image registration for displaying an advertisement on the display;

10 a scanner for reading an advertisement original to be registered, when the image registration has been set by the operation panel;

a registration section for registering an image of the advertisement original read by the scanner; and

15 a control section for performing a control for displaying on the display the image registered in the registration section.

2. An image forming apparatus according to claim 1, wherein the setting on the operation panel is effected by a touch panel provided on the display.

20 3. An image forming apparatus according to claim 1, wherein the registration section registers the image of the advertisement original in a hard disk drive.

25 4. An image forming apparatus according to claim 1, wherein the control section performs a control for displaying all registered images registered in the registration section on a portion of the display in a predetermined order.

5. An image forming apparatus according to claim 1, wherein the control section controls, if information for setting the image forming operation is being displayed on the display, the image forming operation during this time period as a timing at which advertisement display is prohibited, and the control section performs, if information for setting the image forming operation is not displayed on the display, the control for displaying on the display all registered images registered in the registration section during this time period as a timing at which advertisement display is permitted.

6. An image forming apparatus according to claim 5, wherein the control section performs the control for displaying all registered images registered in the registration section on the display in a predetermined order at predetermined time intervals at the timing at which the advertisement display is permitted.

7. An image forming apparatus according to claim 1, wherein the registration section includes an input section for inputting an advertisement time and a priority level of the image to be registered, and an accounting process section for performing an accounting process in accordance with the advertisement time and priority level input by the input section.

8. An image forming apparatus according to claim 5 or 7, wherein the control section performs the control for displaying all registered images registered in the registration section on the display at predetermined time intervals at the timing at which the advertisement display is permitted, in accordance with the priority level input by the input section.

9. An image forming apparatus according to claim 1 or 7, wherein the control section performs the control for displaying at least one image, for which the accounting process has been performed by the accounting process section, in accordance with the advertisement time and priority level of the image.

10. An image forming apparatus according to claim 1, wherein the control section includes a switch-display section for displaying at least one image registered in the registration section in a switched manner at predetermined time intervals, and a finishing section for finishing the display of the image when a total display time of the image displayed by the switch-display section has reached an advertisement time of the image.

11. An image forming apparatus according to claim 10, wherein the finishing section deletes the image from the registration section.

12. An image forming apparatus for forming an image by controlling an image forming operation,

the apparatus comprising:

a display for displaying information;

a first setting section for setting image  
registration for displaying an advertisement on the  
display;

a scanner for reading an advertisement original to  
be registered, when the image registration has been set  
by the first setting section;

a first registration section for registering  
an image of the advertisement original read by  
the scanner;

a second setting section for setting addition of  
a description to the image registered by the first  
registration section;

an input section for inputting the description  
when the addition of the description has been set by  
the second setting section;

a second registration section for adding the  
description input by the input section to the image  
registered in the first registration section, and  
registering the resultant image; and

a control section for performing a control for  
displaying on the display the registered image and  
description after the image with the added description  
has been registered in the second registration section.

13. An image forming apparatus according to  
claim 12, wherein the first registration section

includes a designation section for designating  
an advertisement time and a priority level of the  
image to be registered, and a first process section  
for performing an accounting process for the image to  
5 be registered, in accordance with the advertisement  
time and priority level designated by the designation  
section.

14. An image forming apparatus according to  
claim 12 or 13, wherein the second registration section  
10 includes a second process section for performing  
an accounting process in accordance with a length of  
the description input by the input section and the  
advertisement time designated by the designation  
section.

15. An image forming apparatus for forming  
an image by controlling an image forming operation,  
the apparatus comprising:

- a display for displaying information;
- an operation panel for setting registration for  
20 displaying a message on the display;
- an input section for inputting a message to be  
registered, when the registration for displaying the  
message has been set by the operation panel;
- a registration section for registering the message  
25 input by the input section; and
- a control section for performing a control for  
displaying on the display the message registered in

the registration section.

16. An image forming apparatus according to  
claim 15, wherein the input section includes a first  
determination section for determining whether the input  
5 of the message is permitted, using pre-registered  
identification information and a password associated  
therewith.

17. An image forming apparatus according to  
claim 15, wherein the input section includes a second  
10 determination section for determining whether  
the display of the message is permitted, using  
pre-registered identification information and  
a password associated therewith.